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NEWSPAPER

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Advertising Age®

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Crain's International Newspaper of Marketing · $2.00 a copy

TO OUR READERS

When *Advertising Age* management sat down two years ago to discuss preparing the publication for the 1990s, the key phrase was "reader-friendly" and the key question was "How can we make *Ad Age* easier to get through each week?"

Well, here we are. We needed it. And we've done it.

What you are holding in your hands is a new look. By now you've noticed that we changed the flag—the fourth major change in nearly 60 years—and created a new, combination Last Minute News and Inside box. Why change the flag? Because we want it to coordinate with other graphic elements of the redesign. Why the new box? To give our popular late news items and story "teases" a regular home.

David Persson, publisher of *Advertising Age*

But believe me, you ain't seen nothing yet.

Because this is more than just a new look. It is a new way to guide readers through an "international newspaper of marketing" that is filled with the hottest global news and news-features anywhere.

The challenge was to keep *Ad Age*, Crain Communications Inc.'s flagship newspaper, newsy and surprising, while putting signposts and road maps in place to help readers. In the constant monitoring of our readers' needs, we learned that what you demand from a publication's design is not so much speed as comfort. That is, you want to know where you are at all times, have the information necessary to decide whether that's where you want to be and the ability to get in and out of our "points of entry" quickly.

To aid that effort, the new design features a unique color-coded format. The "In This Issue" box on Page 2 provides three things: an index, highlights and a guide that helps locate departments in the book and lets readers know immediately where they are.

As major airports color-code their directional signs to get you to the right terminal, ticket counter and gate, we have color-coded and labeled every page of *Ad Age* for the same purpose: to get you where you want to go quickly and easily.

We also have created a format for the book that, over the next few months, should become familiar: upfront news, followed by a news-feature, Viewpoint section, Special Report and the various

(Continued on Page 2)

P&G agencies mull Europe media link

By Laurel Wentz and Jon Lafayette

Three Procter & Gamble Co. agencies—Leo Burnett Co., Grey Advertising and D'Arcy Masius Benton & Bowles—are talking about buying media together in Europe to counter rivals' joint media-buying groups there.

None of the three agencies would confirm anything beyond exploratory and preliminary discussions, but one executive indicated more shops are involved.

"We've had lots of conversations with lots of different people about buying consortia," said Roy Bostock, New York-based president of D'Arcy. "It's more extensive than that list of agencies."

"If you were to speculate on which partners made sense, obviously these three [agency] names would fit," said Kerrie Rubie, Burnett's regional managing director in London.

The talks don't appear to be far along. One agency executive who asked not to be identified said, "If anything is happening, it is not at [P&G's] urging, not with their blessing and not with their knowledge. And, clearly, it would be if something were [close to] happening."

Sources at New York-based N W Ayer, another P&G shop, said they were aware of talks among other P&G agencies, but President-CEO Jerry Siano said "there's no specific involvement on our own."

The prospect of expansion of Saatchi & Saatchi Co.'s U.K. media-buying operation into other European countries, coupled with group media-buying initiatives under way by Interpublic Group of Cos. and others, is intensifying the pressure for single-network agencies to find buying partners.

Saatchi, P&G's other global agency, plans to expand its 10-month-old Zenith Media Buying Services operation, said John Perriss, worldwide media director of Saatchi & Saatchi Co.

Saatchi controls 8% of pan-European ad spending and is aiming to centralize most of its European media buying within six months, he said. Saatchi opened Zenith to combine buying for its three major U.K. shops.

P&G has tolerated joint media-buying arrangements by its agencies on a local level but is expected to look more closely at the client-conflict issue if Burnett, Grey and D'Arcy link up internationally.

The company has taken a wait-and-see approach and hasn't put its buying into Zenith in the U.K. or Media Buying Co. in the Nether-

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Levi's broadens appeal

New campaign replaces 'blues' with tour of USA

By Marcy Magiera

SAN FRANCISCO—Levi Strauss & Co. tonight unveils on network TV new commercials for its 501 jeans, the first break from "501 blues" since that theme began in 1984.

As Levi's belted the "blues" to the tune of $125 million during that five years, its flagship jeans became the hippest thing on young men's hips. And that equity isn't lost in "Levi's 501 USA," as the new campaign is called.

Each of eight spots in the new $22 million campaign from Foote, Cone & Belding is titled for the locale in which it was shot; each has the comfortable feel of an old pair of Levi's.

The commercials were shot by director Leslie Dektor and FCB Executive Creative Director Mike Koelker in Boston; Chicago; Houston; Dubuque, Iowa; Hollywood, Calif.; Lake Charles, La.; Cape Ann, Mass.; and Antelope Valley, Calif. They highlight people's loyalty to where they live.

The spots, which broke last weekend on MTV: Music Television and also will run in spot markets, are more personal than the sculpted "501 blues" spots. Unscripted, stream-of-consciousness dialogue replaces the earlier campaign's reliance on music.

Levi's 501 jeans cruise through Dubuque, Iowa, and seven other cities and towns in new ads.

The new 501 campaign is evolutionary rather than revolutionary, and that's the same way Levi's is approaching plans to expand its presence in non-jeans businesses.

The marketer is back on the expansion track

(Continued on Page 48)

LAST MINUTE NEWS

Big Mac tries Breakfast Burritos

OAK BROOK, Ill.—McDonald's is testing Breakfast Burritos and a Quarter Pounder Ranchero burger in selected markets including Houston. Two 30-second TV spots, from Leo Burnett USA, Chicago, are themed "Say ole all day." The burritos come in either egg, sausage and chilis or ham, egg and cheese, and sell for 99¢ each. The Ranchero uses a corn-based bun and sells for $1.84. Sources said McDonald's may roll out the items this year. Also, McDonald's is reviving the McRib sandwich, pulled from the menu in the early 1980s, as a limited-time promotional item in selected markets nationwide. The chain is also expected next month to start market testing of a pie-style McPizza.

Revlon buys Tarlow

NEW YORK—In a rare move, Revlon has acquired one of its agencies, Tarlow Advertising. Tarlow, a $60 million shop, will continue to operate independently and will be managed by President Dick Tarlow, 48, and existing management. Mr. Tarlow has also joined Revlon as exec VP-advertising, a post formerly held by Arthur Cohen. Mr. Tarlow will supervise Revlon's in-house ad group, the Creative Workshop, and its outside agencies. Revlon shops include Hill, Holliday, Connors, Cosmopulos; Young & Rubicam; Hal Riney & Partners; and Ketchum Advertising. Agencies contacted said they were unadvised of the buy. Tarlow now handles Revlon's Jontue, That Man, Jean Nate and special projects plus Max

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D'Arcy to get the largest slice of Burger King's media work.

Henkel pays for results ..... P. 12
West Germany's detergent giant links agency compensation to performance.

FCB on a hot streak ..... P. 47
Agency tops off a long list of wins with the $20M Canada Dry, Sunkist account.

Most BK media goes to D'Arcy

By Jon Lafayette

D'Arcy Masius Benton & Bowles, New York, has been served the largest slice of Burger King Corp.'s $215 million media pie, picking up all media planning and the bulk of the buying.

But Saatchi & Saatchi Advertising, which shares the account with D'Arcy, may carry a heavier production load, creating more TV commercials over the course of the year.

Both agencies are on a fee rather than commission basis, however, and have been told they will be equally compensated on the account.

Also, Saatchi's Conill Advertising is the front-runner to add Burger King's approximately $2 million Hispanic advertising assignment.

Castor GS&B Advertising resigned the account last week when it learned Burger King was reviewing the business.

Conill suddenly was freed up last week when it was terminated by McDonald's Corp., at approximately $6.6 million one of the largest U.S. Hispanic accounts.

McDonald's cited conflict problems, explaining that it no longer believed agency assurances that there would be no contact between its account people at Conill and the Burger King account group at Saatchi.

The naming of D'Arcy to handle the vast majority of the media work was a surprise to both agencies, which had expected the business to be split more evenly between the shops.

At this point, D'Arcy will handle all media planning and buying for network prime time, local spot TV, syndication, radio and print. Saatchi will buy kids TV and sports programming, sources said.

The naming of D'Arcy to handle the vast majority of the media work was a surprise to both agencies.

But one executive added that "our relationship with Burger King is still evolving and these things can change."

A Burger King spokeswoman said only that "media buying will be a shared responsibility, with both doing some of it."

Agency executives indicated Burger King has been trying to evenly divide the account's workload between the agencies and that Saatchi's work in other areas compensated for its relatively small media responsibilities.

For example, sources said, Saatchi is responsible for products and promotions, and probably will wind up producing more TV commercials than D'Arcy, which is handling brand image.

Saatchi also does far more sales promotion work and sports marketing than D'Arcy.

The two shops competed intensely for the media assignments but have been more cooperative in developing a strategy for the chain's upcoming campaign.

There's still some competition over which agency's work will get on the air first.

Both D'Arcy and Saatchi have been given the go-ahead to produce new TV spots, expected to air in late August or early September, sources said. D'Arcy is working on four spots, while Saatchi is making two.

A D'Arcy source said the new campaign will stress Burger King's individualized treatment of its customers.

Although in line with the "Have it your way" theme created in the 1970s by BBDO, D'Arcy's creative won't officially resurrect those words.

"We're not using that as the theme line," the source said. "We're

(Continued on Page 50)

Un-hyping Saturn

Riney sets 'Media Day' briefing

By Cleveland Horton and Patricia Strnad

Hal Riney & Partners executives are inviting media salesmen to an unusual "Media Day" in an effort to temper inflated expectations surrounding Saturn Corp.'s $80 million-plus account.

About 350 invitations for the event, planned for Aug. 29 at San Francisco's Palace of Fine Arts, are going out this week for a mass briefing by executives from Saturn and the Riney agency.

The agency plans to invite national magazines and newspapers, independent sales reps, and network radio and TV salesmen. Each media property will be allowed to send two people to the presentation.

"If media reps have one complaint, it's that they never get enough information," said Alan Ching, VP-associate media director at the San Francisco-based agency.

No media strategies have been determined for Saturn, Mr. Ching said, though the first campaign will break before the car's launch (*AA*, July 10).

General Motors Corp. announced the Saturn subsidiary in January 1985; Saturn plans a regional rollout of a coupe and sedan on the West Coast in the late fall of 1990.

Last week, Don Hudler, VP-sales, service and marketing for Saturn, said the first advertising could appear in the next three to six months, but the car itself likely won't be included.

Thomas Shaver, Saturn director of marketing services, said initial advertising probably won't widely promote Saturn's link to GM, though the company is still determining how much emphasis to place on that link.

Mr. Ching admitted that Media Day is a first for the agency and perhaps the industry. He added that it's being designed only for Saturn and won't become standard operating procedure.

The size and general interest in the Saturn account led the agency to develop the idea, he said.

"We're not extending invitations to individual newspapers, but we will include all major rep companies," Mr. Ching said. "The same applies to local radio and TV."

Mr. Ching said the purpose of the Saturn and Riney presentation is threefold: to encourage media salesmen to develop original media buys; to be fair to the media reps, giving them equal information; and to eliminate the agency's need to repeat the presentation numerous times.

Observers are speculating that a fourth purpose is to deflate the hype that has built up around the Saturn launch and to douse possibly exaggerated media community expecations.

"If this [Media Day] puts some reality on it, good," Mr. Ching said.

Saturn executives expected to attend Media Day include Mr. Shaver and VP-Communications Bruce G. MacDonald. Riney VP-Media Director David Verklin, originator of the event, and Patrick Sherwood, senior VP-management supervisor, will also be present. Agency Chairman-

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Readers

(Continued from Page 1)

AA departments—including International news, MediaWorks and People. By grouping familiar elements into standard departments, we have given them a "home," a place where you can count on finding them each week.

The redesign was developed during the past 10 months by an *Ad Age* team composed of Design Director Geof Shives, Graphics Editor Jill D'Angelo and Managing Editor Valerie Mackie. They did the intensive, hard work while I, along with Editor Fred Danzig, Executive Editor Dennis Chase, Corporate Art Director Joe Faraci and Editor in Chief Rance Crain tried to stay out of their way.

As we considered various approaches, we kept ourselves focused on streamlining the book. We're very excited about what we've come up with and trust you will find the effort worthwhile.

Best of all, our editors assure me that the new format gives us more news "bang." We, of course, remain as committed as ever to the pursuit of marketing and advertising news —and to reporting it in a lively fashion with authority, credibility and fairness.

That's the bedrock upon which *Ad Age* has been built through the years. It's the editorial philosophy that is designed to outlast this and all future changes.

Enjoy.

—David Persson

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CONSUMER MAGAZINE AD LINAGE

	June 1969	June 1968	Year-to-date 1969	Year-to-date 1968
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	185.0	173.8	947.7	1,005.5
Car & Driver	163.3	119.6	697.8	673.3
Car Collector & Car Classics	17.7	11.5	101.9	97.8
Car Craft	110.6	118.0	468.9	514.2
Circle Track	90.6	81.7	537.4	509.5
Cycle	49.4	51.2	271.1	289.6
Cycle World	41.3	60.7	268.3	311.9
Dirt Rider	41.2	47.5	204.3	244.1
Dune Buggies & Hot VWs	71.3	81.5	409.3	443.7
Family Motor Coaching	198.8	172.7	1,120.9	1,045.0
4 Wheel & Off-Road	86.9	94.5	485.5	505.9
Four Wheeler	93.3	106.0	491.6	532.0
Hot Rod	97.2	92.8	565.5	571.8
Motorcyclist	54.3	53.0	282.6	305.2
Motor Trend	103.8	93.7	546.1	528.5
Motorhome	104.7	99.6	542.3	537.2
Rider	42.0	41.8	228.8	255.5
Road & Track	148.3	102.0	667.0	646.7
Trailblazer	61.0	52.4	350.0	312.7
Trailer Life	90.5	100.3	581.3	565.4
Total Group	**1,851.3**	**1,754.2**	**9,768.4**	**9,895.5**
% change	**5.5%**		**-1.3%**	
■ Boating & yachting				
Boating	131.7	132.3	995.5	1,044.6
Chesapeake Bay	64.3	58.4	323.5	300.8
Cruising World	96.3	99.8	700.1	696.4
Lakeland Boating (11X)	86.5	83.5	592.1	529.4
Motor Boating & Sailing	131.4	147.5	986.8	1,042.2
Sail	98.4	105.0	713.2	648.0
Trailer Boats (11X)	55.8	63.7	497.2	457.9
Western Boatman (6X)	—	—	152.1	165.5
Yachting	139.0	128.0	835.2	893.0
Total Group	**803.5**	**818.3**	**5,795.7**	**5,777.7**
% change	**-1.8%**		**0.3%**	
■ Civic/fraternal				
American Legion	20.6	21.4	199.0	199.6
Elk (10X)	14.3	15.7	90.0	103.3
Kiwanis	18.3	15.7	96.7	82.6
Lion (10X)	7.5	6.3	33.2	62.0
Rotarian	10.0	16.3	74.6	98.8
V.F.W. (11X)	23.0	26.3	147.1	174.6
Total Group	**93.7**	**101.7**	**640.6**	**720.9**
% change	**-7.9%**		**-11.1%**	
■ General				
American Health (10X)	72.8	56.3	392.5	357.0
American Heritage (8X)	—	—	219.6	174.2
American West (6X)	30.3	28.8	104.8	109.3
Art & Antiques (10X)	83.2	75.3	439.6	411.9
ARTnews	99.0	115.3	596.7	649.3
The Atlantic A.	42.8	33.2	315.5	281.6
Bon Appetit A.	85.7	80.2	482.4	467.1
Cable Guide	34.2	24.7	217.6	189.7
Changing Times	32.3	30.0	349.6	396.3
Conde Nast's Traveler	71.5	53.7	460.1	300.3
Connoisseur	71.5	76.6	470.6	513.1
Consumers Digest (6X)	—	—	74.7	68.0
Ebony	106.2	115.2	615.5	624.2
European Travel & Life	44.8	32.8	245.5	219.0
Food & Wine	71.5	48.7	379.5	315.1
Golden Years (6X)	13.0	21.7	125.8	221.4
Gourmet	101.6	99.3	596.8	607.1
Harper's Magazine A.	28.1	27.3	190.4	197.9
Harrowsmith (6X)	44.0	41.5	236.5	217.5
Islands (6X)	—	—	196.9	130.9
Let's Live	43.0	48.0	278.0	311.0
Life	53.1	49.3	409.5	304.0
Modern Maturity (6X)	30.5	31.3	112.3	106.2
Money	113.0	108.9	620.9	705.5
Money Maker (6X)	4.0	9.8	13.2	25.2
Mother Earth News	—	—	251.3	225.8
National Geographic	21.1	25.4	136.3	152.7
National Geographic Traveler (6X)	—	—	108.4	43.0
Natural History	36.5	32.2	259.7	231.1
New Choices	33.9	26.4	213.1	192.4
Prevention	43.6	48.0	328.9	342.6
Psychology Today	32.9	29.3	182.7	152.0
Reader's Digest A.	94.3	100.9	562.3	650.2
Saturday Evening Post (9X)	—	—	177.8	150.5
Smithsonian	90.6	81.9	526.0	540.4
Town & Country	104.3	99.7	746.9	753.0
Travel-Holiday	30.0	32.9	274.9	246.9
Travel & Leisure	92.5	104.5	766.6	692.7
Travelhost	1,319.0	1,228.0	7,556.0	7,299.0
Vanity Fair	86.2	82.6	624.8	491.1
Writer's Digest	25.8	40.0	157.1	186.3
Yankee	51.9	64.2	364.8	467.3
Total Group	**3,338.6**	**3,203.7**	**21,381.9**	**20,699.6**
% change	**4.2%**		**3.3%**	
■ Home				
Americana (6X)	—	—	63.4	51.8
Architectural Digest A.	144.1	148.3	906.6	894.7
Better Homes & Gardens	134.6	113.9	727.7	690.3
Colonial Homes (6X)	—	—	179.3	178.1
Columbus Monthly-Homes (4X)	—	—	60.9	79.5
Cooking Light	—	—	154.1	106.8
Country Home (6X)	—	—	223.5	155.6
Country Living	85.2	85.5	574.5	527.5
Family Handyman (10X) A.	54.3	—	286.6	271.1
Florida Home & Garden	116.3	97.0	556.7	384.2
Flower & Garden (6X)	—	43.1	144.7	145.0
Home	57.5	54.8	357.7	376.6
Home Mechanics	46.3	53.2	316.4	328.4
The Homeowner (10X)	30.4	25.2	176.4	547.6
Horticulture	37.4	38.4	258.4	261.1
House Beautiful	75.5	60.8	407.1	409.8
House & Garden	62.0	98.7	445.0	563.3
Metropolis	54.4	49.6	361.8	321.3
Metropolitan Home	76.5	71.6	592.9	524.3
Midwest Living	52.8	45.3	260.5	209.8
1,001 Home Ideas	62.5	48.5	354.8	335.2
Organic Gardening	37.0	30.8	266.8	313.5
Phoenix Home/Garden	57.8	60.5	429.5	458.8
Practical Homeowner (9X)	—	—	131.0	229.3
San Diego Home/Garden	70.0	75.3	455.7	451.1
Southern Accents (6X)	—	—	335.1	339.0
Southern Living	121.1	131.2	725.8	788.8
Sunset Magazine A.	150.8	120.8	766.6	783.4
Workbench (6X)	—	—	136.7	128.3
Total Group	**1,526.3**	**1,452.3**	**10,656.0**	**10,854.2**
% change	**5.1%**		**-1.8%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	108.3	93.6
Alaska Airlines	70.5	54.4	369.1	333.8
America West Airlines	67.7	57.3	393.0	382.1
American Way (24X)	170.6	143.7	871.8	809.8
East/West Network:				
Continental Profiles	62.1	46.3	373.6	312.9
Eastern Review	59.3	49.6	265.9	411.9
Northwest	41.2	31.6	307.4	235.1
Pan Am Clipper	56.3	43.8	290.0	260.0
Southwest Spirit	68.2	58.3	402.6	368.2
TWA Ambassador	47.9	42.5	315.3	278.7
Vis A Vis	88.6	89.0	520.0	446.6
Halsey Publication:				
Delta Sky	77.2	76.3	481.5	485.5
Pace Communications:				
Braniff Magazine	24.4	—	212.1	—
US Air Magazine	51.4	55.0	331.6	381.8
Spirit of Aloha (6X)	24.4	20.6	143.2	122.8
Total Group	**909.7**	**768.4**	**5,385.4**	**4,922.8**
% change	**18.4%**		**9.4%**	
■ Men's				
Esquire A.	112.8	114.6	640.3	543.4
Firehouse Magazine	44.7	46.0	226.8	248.3
Gentlemen's Quarterly A.	139.3	147.0	1,004.3	914.2
M Magazine	49.7	61.5	385.4	405.5
Muscle & Fitness	129.7	125.8	819.9	717.2
Penthouse A.	51.7	44.6	295.0	262.5
Playboy A.	60.4	59.4	378.7	308.1
Salute (10X)	77.2	28.6	186.2	135.6
Total Group	**695.5**	**627.6**	**3,936.7**	**3,534.8**
% change	**10.8%**		**11.4%**	
■ Metropolitan				
Alumni	52.7	25.2	112.5	79.6
Atlanta	54.6	62.2	370.5	396.4
Baltimore	60.0	66.5	402.4	401.1
Boston	128.3	155.9	790.5	875.6
California	60.3	64.3	366.9	379.4
Chicago	105.4	109.9	667.7	616.3
Chicago's North Shore	101.5	91.0	601.9	531.4
Cincinnati	45.7	37.1	277.9	272.9
Cleveland	42.2	61.1	321.0	353.6
Columbus Monthly	58.0	69.6	387.8	414.1
Connecticut	108.0	107.8	621.4	619.3
D/Magazine	74.8	73.7	423.7	497.5
Denver	20.7	36.0	152.3	213.7
Detroit Monthly	57.7	78.2	346.5	476.5
Grand Rapids	53.5	27.3	223.5	207.8
Gulfshore Life (10X)	104.6	71.6	662.0	523.6
Honolulu	46.9	42.9	296.8	355.8
Houston Metropolitan Mag.	51.9	59.3	372.8	375.9
Inside Chicago (6X)	—	—	124.2	261.7
Los Angeles	127.7	149.0	884.2	868.7
Louisiana Life	34.2	42.2	99.7	98.1
Madison	44.0	44.0	252.0	248.0
Memphis	54.0	72.0	380.0	457.0
Mid Atlantic Country	47.3	37.0	238.9	192.7
Milwaukee	40.3	48.7	311.2	325.5
Minneapolis/St. Paul	100.3	104.4	643.4	592.8
Minnesota Monthly Mag.	58.5	36.0	285.7	232.2
Nashville	60.0	41.0	344.0	272.0
New England Monthly	48.0	48.3	303.5	286.0
New Jersey Monthly	104.4	109.3	547.1	592.0
New Mexico	36.2	34.3	258.4	226.7
Ohio	66.8	67.8	319.9	331.1
Orlando	105.0	83.0	582.9	526.8
Palm Beach Life	35.6	27.1	470.4	417.9
Palm Springs Life	62.8	59.4	781.3	717.8
Philadelphia	114.0	135.5	790.5	841.8
Phoenix	44.2	46.5	311.1	305.5
Pittsburgh	117.0	110.0	419.5	445.7
Rhode Island Monthly	78.2	43.2	334.2	88.0
Sacramento Magazine	48.7	60.0	313.0	352.0
St. Louis	42.6	30.1	286.7	276.1
San Diego	142.8	143.0	789.1	895.3
San Francisco Focus	94.0	116.9	613.4	562.9
South Florida Magazine	111.2	74.7	675.1	542.8
Texas Monthly	81.4	90.4	556.5	555.5
Ultra	30.0	26.0	253.2	146.7
The Virginian (6X)	—	—	174.9	179.8
Washington (7X)	—	—	233.0	215.6
The Washingtonian	138.5	134.0	982.7	908.1
Total Group	**3,294.4**	**3,253.2**	**20,957.8**	**20,553.1**
% change	**1.3%**		**2.0%**	
■ Music/entertainment				
Audio	106.4	99.4	562.0	507.6
Dance Magazine	42.8	42.9	346.5	352.1
Playbill	40.9	46.2	295.0	301.8
Total Group	**190.1**	**188.5**	**1,203.5**	**1,161.5**
% change	**0.8%**		**3.6%**	
■ Outdoor & sport				
Alaska	31.3	30.7	244.1	226.1
The American Handgunner (6X)	—	—	155.0	148.0
American Hunter	18.1	18.5	101.6	123.7
American Rifleman	18.6	18.0	125.2	137.6
Backpacker (6X)	30.0	27.3	99.1	92.2
Bass Master (10X) A.	52.1	51.2	516.5	534.3
Bicycling (9X)	135.3	152.6	665.5	671.7
Cross Country Skier	—	—	87.4	97.5
Ducks Unlimited (6X)	—	—	80.7	69.8
Field & Stream	67.6	61.8	498.1	561.5
Fishing World (6X)	—	—	147.1	152.5
Florida Sportsman	107.8	107.8	846.2	868.5
Golf Digest	179.7	149.8	836.3	747.4
Golf Illustrated	65.0	33.2	301.2	175.3
Golf Magazine	96.0	92.5	775.1	687.3
Gun Dog (6X)	—	—	125.5	99.7
Guns	33.0	31.0	212.0	203.0
Guns & Ammo	33.1	45.2	251.3	271.4
In-Fisherman (7X)	34.9	45.8	349.3	411.3
Outdoor Life	61.8	64.5	525.8	503.5
Outside Magazine	58.3	67.7	451.6	361.0
Petersen's Hunting	42.7	38.5	239.2	263.2
Runner's World (12X)	47.2	34.8	235.0	208.7
Salt Water Sportsman	122.6	95.1	834.0	783.7
Shooting Times	28.6	34.8	183.0	194.8
Sierra (6X)	—	—	144.3	135.9
Ski (8X) A.	—	—	341.6	293.4
Skiing (7X) A.	—	—	218.7	263.1
Skin Diver	131.5	133.5	703.1	700.2
Southern Outdoors (9X)	—	—	296.4	343.8
Southern Saltwater (8X)	—	—	288.2	208.9
Sport Magazine	56.8	41.8	229.1	228.5
Sports Afield	60.6	57.7	408.6	493.0
Tennis	59.5	104.2	393.9	503.1
Waterski (9X)	77.8	72.2	431.3	376.2
Western Outdoors (10X)	21.2	23.0	241.3	270.8
Wildfowl (6X)	15.2	13.2	47.5	42.4
WindRider (8X)	55.3	54.0	229.7	218.0
Wing & Shot (6X)	—	—	44.0	41.2
World Tennis	53.3	42.1	299.4	343.0
Total Group	**1,794.8**	**1,742.5**	**13,203.6**	**13,055.0**
% change	**3.0%**		**1.1%**	
■ Photography				
American Photographer	29.2	31.2	193.0	176.7
Petersen's Photographic	26.4	22.2	170.1	148.3
Popular Photography	84.3	72.2	492.1	476.8
Total Group	**139.9**	**125.5**	**855.3**	**801.8**
% change	**11.5%**		**6.7%**	
■ Science/electronic/mech				
Discover	42.4	33.7	245.7	220.0
Home Office Computing	48.8	38.1	278.0	257.7
Omni	58.5	53.6	359.5	363.6
Personal Computing	170.9	173.2	1,029.8	1,209.2
Popular Mechanics	80.4	76.5	522.9	509.1
Popular Science	126.0	70.0	578.4	432.6
Scientific American	38.2	40.8	246.0	231.0
Spectrum	55.9	54.3	366.9	367.3
Total Group	**620.9**	**550.2**	**3,627.1**	**3,590.5**
% change	**12.9%**		**1.0%**	
■ Woman/fashion/service				
Beauty Digest (6X)	33.0	—	73.7	36.7
Bride's Magazine (6X) A.	499.0	429.0	1,729.0	1,504.6
Cosmopolitan A.	188.0	207.8	1,188.2	1,183.4
Elle Magazine	114.8	125.3	1,010.2	1,000.0
Essence	68.9	75.2	452.6	444.2
Family Circle (17X) A.	183.7	182.6	992.4	872.3
Glamour	176.2	166.5	1,017.5	1,011.5
Good Housekeeping A.	152.9	117.2	779.4	745.4
Harper's Bazaar	60.6	65.7	638.4	634.4
Health	40.3	37.3	195.0	235.3
Imagen	117.7	101.1	538.0	458.0
Ladies' Home Journal	128.2	100.3	783.7	628.1
Mademoiselle	126.2	142.6	817.4	848.5
McCall's	93.3	76.3	560.2	458.4
Military Lifestyle (10X)	45.4	29.1	295.7	288.3
Modern Bride (6X)	356.7	300.8	1,343.2	1,153.6
Ms.	31.3	32.1	204.1	188.4
New Woman	78.7	95.5	534.1	525.4
Parents Magazine A.	136.1	111.3	712.2	615.9
Redbook	95.6	91.2	568.2	592.6
Savvy	45.8	42.0	299.0	260.9
Self	91.1	95.3	663.1	615.1
Seventeen	107.5	94.1	668.3	663.3
Shape	70.2	67.3	417.7	370.7
Soap Opera Digest (26X)	39.5	23.2	234.5	141.7
Soap Opera Update	14.8	5.3	61.8	61.5
Teen Magazine	43.3	48.6	263.6	294.4
True Story A.	47.2	45.2	308.1	270.9
Vogue	149.2	170.2	1,585.8	1,453.4
W Magazine	47.2	37.0	673.1	647.1
Weight Watchers	26.7	23.0	199.6	203.9
Woman (10X)	25.0	42.5	174.9	218.6
Woman's Day (15X) A.	101.6	98.9	868.5	770.2
Workbasket	22.2	20.4	145.2	151.7
Working Mother	61.4	64.3	446.5	414.3
Working Woman	92.0	117.9	551.2	575.8
Total Group	**3,712.1**	**3,481.9**	**21,994.1**	**20,540.5**
% change	**6.6%**		**7.1%**	
■ Youth				
Boys' Life	21.8	11.2	120.9	94.7
Campus Life (10X)	—	—	214.0	219.3
Total Group	**21.8**	**11.2**	**334.9**	**314.0**
% change	**94.5%**		**6.7%**	
■ Business/national				
Barron's	180.3	207.9	905.7	1,143.0
Black Enterprise	219.5	224.8	575.2	559.6
Business Month	36.8	37.4	222.4	183.1
Business Week (52X) A.	443.1	335.3	2,229.2	2,070.7
Entrepreneur	136.7	84.8	901.9	590.5
Financial World (26X)	64.3	59.4	360.5	341.4
Forbes (26X)	274.1	252.6	1,671.0	1,562.8
Fortune (26X)	422.8	286.1	1,641.1	1,435.7
Frequent Flyer	32.6	45.6	251.0	304.2
Futures	43.4	59.5	252.5	347.2
Inc. Magazine	95.6	98.5	565.8	518.8
Income Opportunities	71.9	84.1	416.2	480.8
Industry Week (23X) A.	112.7	97.8	546.5	483.7
Nation's Business (12X) A.	38.7	27.5	229.3	227.9
Venture	—	56.6	217.1	262.2
Total Group	**2,172.5**	**1,957.9**	**10,985.5**	**10,511.6**
% change	**11.0%**		**4.5%**	
■ Business/regional				
Advantage-Nashville's Bus. Mo.	68.0	49.0	426.0	426.0
Arizona Bus. Gazette (52X)	76.7	71.2	367.2	337.9
Baltimore Bus. Jrnl.	89.4	67.4	487.0	489.8
Bus. First of Buffalo	80.2	87.0	456.4	408.3
Bus. Jrnl.-Milwaukee	147.6	133.6	887.2	952.9
Bus. Jrnl.-Sacramento	79.4	70.4	474.5	462.8
Bus. North Carolina	54.5	53.3	290.5	252.5
Capital Dist. Bus. Review (52X)	116.4	99.8	468.5	439.6
Caribbean Business	167.3	196.2	751.4	765.2
Corporate Rpt. Minnesota	94.5	103.0	398.8	446.0
Crain's Chicago Bus. (52X)	134.0	169.0	826.7	902.0
Crain's Cleveland Bus. (52X)	70.4	61.4	458.8	399.1
Crain's Detroit Bus. (52X)	77.5	86.9	454.5	471.1
Crain's New York Bus. (52X)	51.0	49.0	329.0	308.0
Florida Trend (13X)	50.6	70.1	366.8	463.8
Georgia Trend	30.5	37.0	273.5	331.1
Grand Rapids Bus. Jrnl.	44.1	53.8	274.6	309.1
Hawaii Business	35.5	45.5	261.9	242.0
Houston Bus. Jrnl. (52X)	64.5	63.3	431.3	327.5
Indianapolis Bus. Jrnl. (52X)	148.4	154.5	896.7	849.2
Manhattan Inc.	52.9	76.6	275.1	378.7
New England Bus. (12X) A.	32.8	58.2	253.4	343.1
New Orleans City Bus.	38.6	41.3	242.0	287.3
Pacific Bus. News (52X)	104.2	108.3	607.9	617.5
Philadelphia Bus. Jrnl.	174.3	110.7	882.7	874.7
Pittsburgh Bus. Times (52X)	21.1	20.0	249.5	237.2
Providence Bus. News	85.9	80.7	533.3	491.6
Regardie's/Washington	173.0	146.0	960.0	887.0
St. Louis Bus. Jrnl. (52X)	94.9	106.8	629.5	678.6
Warfield Monthly Baltimore	52.7	98.8	393.6	432.4
Total Group	**2,510.6**	**2,568.9**	**14,608.3**	**14,811.8**
% change	**-2.3%**		**-1.4%**	
■ National Sunday mags				
Parade (52X)	53.3	52.5	357.0	327.1
USA Weekend (52X)	46.6	45.7	302.2	291.0
Vista Magazine (52X)	17.6	15.3	120.2	94.5
Total Group	**117.5**	**113.5**	**779.3**	**712.5**
% change	**3.5%**		**9.4%**	
■ Newspaper Sunday magazine				
Boston Globe	163.0	166.0	1,409.0	1,431.0
Chicago Tribune	109.0	106.5	397.9	410.1
Cleveland Plain Dealer	67.7	56.7	399.1	396.7
The Dallas Morning News	65.0	60.3	390.0	426.4
Detroit Free Press	42.4	38.9	282.6	313.8
L.A. Times	57.0	78.5	453.8	450.5
Louisville Courier-Jrnl.	24.0	29.0	179.0	202.0
New York Times Mag.	286.6	270.1	1,909.3	1,942.7
Philadelphia Inquirer	83.5	75.1	538.5	505.1
Seattle Times	56.0	67.0	391.0	398.0
St. Louis Post Dispatch	66.5	62.6	482.5	428.7
Toledo Blade Magazine	27.6	30.2	190.6	200.8
Washington Post	121.1	118.5	814.5	739.7
Total Group	**1,169.4**	**1,159.4**	**7,837.8**	**7,845.5**
% change	**0.9%**		**-0.1%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	136.0	148.6	890.2	868.9
Army Times Military Group:				
Air Force Times (52X)	150.2	161.9	945.7	961.2
Army Times (52X)	147.5	149.4	905.9	921.0
Navy Times (52X)	169.8	168.6	1,035.0	1,036.8
Capper's (26X)	24.2	17.4	198.9	138.0
Commonweal (22X)	2.6	8.4	48.7	40.4
Golf World (40X)	133.9	107.3	752.0	657.1
Grit (52X) A.	28.5	22.0	208.5	171.8
National Journal (50X)	66.3	77.3	381.4	417.8
National Review (25X)	33.5	25.9	158.6	212.4
New Republic (48X)	35.8	32.7	259.1	224.6
New York Magazine (50X)	202.3	246.7	1,436.6	1,508.1
New Yorker	140.2	152.1	998.1	1,102.2
Newsweek (52X) A.	147.4	174.3	1,175.3	1,181.9
People (51X)	295.4	271.1	1,882.8	1,717.2
Rolling Stone (25X)	194.4	181.5	958.8	884.7
Sporting News (52X)	49.0	36.5	298.4	288.5
Sports Illustrated (52X) A.	211.6	186.0	1,488.8	1,475.2
Time (52X) A.	203.9	180.9	1,354.1	1,204.4
TV Guide (52X) A.	143.6	157.5	1,606.6	1,738.2
US Magazine (26X)	72.0	55.9	375.5	311.5
U.S. News & World Report (50X) A.	134.1	143.1	930.8	891.8
Total Group	**1,929.6**	**1,921.5**	**13,305.0**	**13,158.6**
% change	**0.4%**		**1.1%**	

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. All figures represented in this table are supplied by the magazines. AD AGE makes no attempt to verify them and therefore is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.